

Kaskaskia College Marketing Plan

Introduction

The Kaskaskia College Marketing Plan provides a framework to ensure success in raising awareness among the public and targeted audiences about the opportunities provided by Kaskaskia College. The goals of this plan align with the Institutional Goals and support the mission of the College.

The Marketing Plan is designed to be a living document and will be updated as needed based on updates to the Institutional Strategic Plan and Ancillary Plans (e.g. Strategic Enrollment Management Plan) as part of the regular institutional planning process.

Mission Statement

Kaskaskia College is committed to life-long student learning and to providing quality comprehensive education.

Vision

Kaskaskia College aspires to be an institution of “first choice” for its district citizens and dedicated to providing the highest level of student-centered educational experiences with an unshakeable focus on student success. In collaboration with its community and supported by an effective Foundation, Kaskaskia will be a premier institution of higher education; a regional workforce training institution; and a multi-provincial center for intellectual, cultural, and social events.

Core Values

- **Respect**
Having a genuine regard for others and showing consideration for the diversity of others to foster an environment of teamwork and excellence.
- **Responsibility/Personal**
Assuming ownership of personal actions and being accountable for one's own behavior, assigned tasks, duties, and functions.
- **Responsibility/Institutional**
Being accountable for institutional excellence by providing accessible, affordable, and diverse educational opportunities that facilitate individual success.
- **Honesty**
Being truthful and demonstrating integrity above reproach; and maintaining open, honest, clear, and effective internal and external communications.
- **Compassion**
Understanding and considering the feelings of others and recognizing the effect one's actions will have on others in order to impart hope for all parties while remaining sensitive to the needs of others.
- **Fairness**
Practicing actions that are just and impartial while treating people in an equitable and consistent manner in recognizing the diverse needs of others.

Diversity Statement

Kaskaskia College is committed to achieving a community free from all forms of discrimination and harassment in its policies, practices, and endeavors. Further, Kaskaskia College is committed to fostering a diverse community and to promoting greater awareness of and sensitivity to issues of diversity. Toward that end, Kaskaskia College asserts the dignity and worth of every human being and the value of diversity as a source of its strength in all its many forms, and in the diverse perspectives of students, faculty, staff, and administrators.

Institutional Goals

GOAL 1

Provide a quality educational experience

Quality instructional offerings

Goal Description

Kaskaskia College will provide high-quality instructional offerings for its student populations in the areas of Arts & Sciences, Career and Technical Education, Health Sciences, and Adult Education.

Quality services and infrastructure to support student success

Goal Description

Kaskaskia College will facilitate student success by providing the services and infrastructure that meet the needs of a modern institution of higher education.

GOAL 2

Effectively manage enrollment and resources

Goal description

Kaskaskia College will ensure the health and sustainability of the institution by maximizing enrollment and resources through data-informed processes.

GOAL 3

Maximize regional integration

Goal description

Kaskaskia College will collaborate with regional employers, schools, and organizations.

GOAL 4

Engage the community

Goal description

Kaskaskia College will be a center for intellectual, cultural, and social experiences for its district.

Institutional Strategic Priorities for 2020-2023

1. Revitalize technology infrastructure
2. Ensure shared governance and collaborative processes across divisions
3. Improve student retention and success
4. Increase targeted recruitment efforts
5. Improve operational efficiency
6. Invest in our employees through human capital development

Marketing Plan Process Overview

Beginnings

The project began as a Quality Initiative under the College's former accreditation pathway, AQIP. With the AQIP Quality Initiative, the Marketing Committee first focused on KC's target audience, breaking down segments into categories. The first category is traditional students, who are those identified as high school or just out of high school. (Age range 16-24) The second category consists of the non-traditional/college-bound students. These are individuals identified as currently employed, between jobs, or recently returned from the service. (Age 25-40) The third group is traditional/ noncollege-bound students. Those students in high school, or just out of high school have no inclination, or desire to enroll in a higher education institution. During a meeting with the College's Enrollment Management Committee, a fourth group was added: non-traditional/non-college-bound. This group is similar to the non-college-bound group in that they have not moved to further their education or training.

The committee then developed four outcomes for marketing Kaskaskia College:

1. Inform the public about the college
2. Establish a favorable attitude towards KC
3. Clearly identify the college's brand
4. Create motivation to pursue a higher education degree

Finalized Goals

In working with the College's Quality Council Strategic Planning Committee, the Marketing Committee further defined and strengthened the outcomes for the College to focus on for 2020-2023.

1. Create strategic communications that deepen engagement and develop connections with students, influencers, and key stakeholders.
2. Ensure effective internal processes related to marketing, including the creation and dissemination of marketing materials.
3. Establish and steward Kaskaskia College's brand and reputation.

Situational Analysis

Kaskaskia College prides itself on its academic excellence, responsive student services, advanced technology, and strong partnerships in the private and public sectors to help students succeed both academically and professionally. KC serves a diverse student population located in five main counties and parts of four others that make up the college district. The college also provides community education and adult education programs as part of its commitment to life-long learning.

When the economy is strong and unemployment is low, colleges tend to see a decline in enrollment. After a decline of enrollment, the past few years, the College is now bucking the trend by seeing slight incremental increases in the past six semesters. However, in light of the recent pandemic and the shelter in place orders established to combat the disease, it is expected the College will see some decline in enrollment. Also, uncertainty about the economy due to the effects of the pandemic may play a role in the future growth and development of the College.

The College also has a small marketing staff and resources which requires it to be very creative and tactical in how to utilize the resources to benefit the various departments and programs throughout the institution.

The KC Marketing plan aligns with the College's Strategic Plan and the goals of the institution to create campaigns, target audiences, and emphasize the KC mission.

Purpose & Scope

The purpose of this plan is to provide a set of goals, strategies, and measurements for advancing Kaskaskia College's marketing efforts during the 2020-23 academic year. This plan serves as a guide for communication priority-setting, budget allocation, and evaluation. It is a tool that will be updated and revised regularly to reflect changing college goals, priorities, and activities related to communications and marketing.

Evaluation and Assessment

The Marketing Department is developing processes for measuring the effectiveness of marketing activities through data-informed research methods. The processes are a part of the institution's overall continuous improvement effort that includes annual reporting and evaluation of assessment data.

Marketing Committee

The Marketing Committee consists of representatives from across divisions...

Travis Henson, Director of Marketing

Amy Troutt, Dean of Enrollment Services

George Evans, President (ex officio)

Alan Boerngen, Associate Dean of Institutional Assessment

Cathy Karrick, Director of Public Information

Suzanne Christ – Director of Institutional Advancement

Christina Cody, Marketing Specialist

Dr. Ashley Becker, Vice President of Instructional Services

Dr. Susan Batchelor – Vice President of Student Services

Kellie Henegar, Dean of Arts and Sciences

About the Marketing Department

Responsibilities

The Department of Marketing & Public Information has the following responsibilities:

1. Primary engagement between the College and external entities
 - a. Media Relations
 - b. Regional organizations (e.g. Chambers of Commerce)
 - c. Digital and Social Media
 - d. Creation of Press Materials
 - e. Facilitate community engagement activities
2. Primary engagement of marketing materials to prospective and current students
3. Creation of promotional materials for the College and its programs
4. Steward the College's reputation
 - a. Highlighting successes of students, faculty, and alumni
5. Establish and enforce standards for the College's brand and identity
 - a. Marketing materials
 - b. Publications
 - c. Signage
 - d. Website
6. Collaborate internally regarding the marketing process
7. Advising and assisting the Kaskaskia College Foundation with outreach and fundraising.

Resources

The Department of Marketing and Public Information consists of a Director of Marketing, Director of Public Information and Marketing Specialist, assisted by personnel from various departments including the Webmaster and Audio-Visual Specialist from Information Technology.

Action Items

This section contains a few key action items that will be a focus throughout the Marketing Plan. These should be considered a sampling, as the complete inventory of action items is housed using other resources that are kept current as needed. Action items are developed based on the goals and priorities within the Institutional Strategic Plan. Key Initiatives/Action items are developed by the Marketing Department, or by other divisions/departments in collaboration with the Marketing Department.

Goal 1

Create strategic communications that deepen engagement and develop connections with students, influencers, and key stakeholders.

1. Key initiative/Action item

Establish and promote a consistent institutional image/brand that focuses on academic quality, achievement, and customer service. Utilize current students as part of the branding message. Continue to utilize the #WeAreKC! hashtag on KC social media platforms and highlights students who fit various demographics.

Deadline for Completion

Begin the summer of 2020 - Begin the process of identifying students, getting their permission, and setting up photo sessions, and developing marketing material. Schedule the first phase of marketing to commence mid-October 2020

Measurable Outcome

New materials, posters, flyers, ads, videos, featuring KC students and their stories will be developed along with a release schedule. Also, a process will be in place for collecting additional subjects to highlight in future campaigns.

2. Key initiative/Action item

Build community connections and partnerships with local communities by participating in and/or sponsoring strategic local events

Deadline for Completion

Fall 2020

Measurable Outcome

A calendar of local events is established that will highlight both College involvement and sponsorship with key personnel designated to oversee KC's involvement.

3. Key initiative/Action item

Implement marketing strategies that will target key external audiences to increase awareness of the value and academic excellence of Kaskaskia College.

Deadline for Completion

Spring 2021

Measurable Outcome

A plan will be developed that identifies segments of the population to target as well as the appropriate media vehicles to reach them through traditional and non-traditional methods.

Goal 2

Ensure effective internal processes related to marketing, including the creation and dissemination of marketing materials.

1. Key Initiative/Action Item

A full analysis of the current marketing/public information department to include workloads and staff levels.

Deadline for Completion

Summer of 2020

Measurable Outcome

Analysis complete with a recommendation presented to the President.

2. Key Initiative/Action Item

Develop a marketing calendar. Similar to the academic calendar and events calendar, the marketing/public information calendar will feature all college events, cycles for admissions, the creation of new programs, recruitment activities, and more. The calendar will be available college-wide. It will drive the development of the department's annual budget.

Deadline for Completion

Fall of 2020

Measurable Outcome

The calendar will be established and available to staff through either the SharePoint site and/or the college external website.

3. Key Initiative/Action Item

Develop a process to create an annual marketing plan. This plan will be developed by marketing, instructional services, and student services to set the College's promotional goals for the upcoming fiscal year. The process will include determining what new programs are coming and what are the priorities marketing should focus on in the new fiscal year.

Deadline for Completion

Fall of 2021

Measurable Outcome

Process in place with guidance for the department to move forward in marketing to the general public.

4. Key Initiative/Action Item

Develop marketing request procedures for materials and press releases to include a proper sign off procedure, providing the request form electronically (through a Workflow program), timelines, and completion process.

Deadline for Completion

Fall of 2020

Measurable Outcome

Process in place sent out college-wide and placed on the College's SharePoint site.

Goal 3

Establish and steward Kaskaskia College's brand and reputation.

1. Key initiative/Action item

Develop Kaskaskia College Brand Style Guide as well as training materials including college talking points for KC employees.

Deadline for Completion

Fall 2020

Measurable Outcome

Brand style guide and key talking points form developed and available on the SharePoint site.

2. Key Initiative/Action Item

Develop governance structure for the KC website as well as a cycle calendar for updating material on site.

Deadline for Completion

Fall 2021

Measurable Outcome

Process in place for maintaining and updating information contained on the Kaskaskia College website.

3. Key initiative/Action item

Develop a process to plan for the selection of a college mascot

Deadline for Completion

Fall 2021

Measurable Outcome

New mascot(s) are unveiled

Conclusion

The purpose of the Kaskaskia College Marketing Plan is to support the college mission by enhancing public awareness and participation in the college's many programs, services, and activities. The plan seeks to increase the overall visibility of the college and reinforce its brand and reputation within the community.